

## AMENDMENTS TO THE CLAIMS

Please accept amended Claims 1, 14 and 20 as follows:

1. (Currently Amended) A method for displaying content on a display device:

retrieving a plurality of rules, each rule associated with displaying content, wherein the content is provided by a content provider;

updating a plurality of device parameters, wherein at least one device parameter is updated in response to detecting of one of a radio frequency identification tag and an infrared tag;

triggering at least ~~two rules~~ one rule of the plurality of rules by the plurality of device parameters;

executing the at least ~~two one~~ triggered ~~rules rule~~, ~~a first triggered rule~~ for causing the display of the content on the display device, ~~a second triggered rule specifying that at least one spectator~~ in response to the detection of the radio frequency identification tag or the infrared tag be detected;

displaying the content according to the triggered ~~rules rule~~, wherein no content is displayed when no device parameter indicates the detection of one of the radio frequency identification tag and the infrared tag; and

determining a fee according to the triggered ~~rules rule~~, wherein the content provider is charged the fee.

2. (Previously Presented) The method of claim 1, wherein at least one rule is defined by the content provider to dynamically control the display of the content according to the device parameters.

3. (Previously Presented) The method of claim 1, wherein the step of executing the at least two triggered rules further comprises the step of receiving a rule trigger from one of a location handler and a signal handler.

4. (Original) The method of claim 3, wherein the step of receiving a rule trigger from the location handler further comprises the step of updating a positional parameter.

5. (Original) The method of claim 3, wherein the step of receiving a rule trigger from the signal handler further comprises the steps of:

interpreting an input signal; and  
generating a programmatic event flag.

6. (Original) The method of claim 5, wherein the step of generating a programmatic event flag further comprises the step of generating one of a reply signal and the rule trigger.

7. (Original) The method of claim 1, further comprising the step of providing an overriding rule blocking the display of content corresponding to the rule and the determination of the fee, wherein the overriding rule is defined by the device owner.

8. (Previously Presented) The method of claim 1, wherein the step of determining a fee further comprises the steps of:

determining a value for each of the device parameters;

determining at least one device parameter satisfying the triggered rule; and  
determining the fee according to value of the device parameters satisfying the triggered rule.

9. (Original) The method of claim 8, further comprising the step of charging the fee to a client providing content to be displayed.

10. (Original) The method of claim 8, further comprising the step of apportioning the fee between a service provider and a third party carrier of the display device.

11. (Original) The method of claim 8, further comprising the step of apportioning the fee between an owner of the device and a third party carrier of the display device.

12. (Original) The method of claim 8, further comprising the step of apportioning the fee between a plurality of owners of a plurality of devices, wherein the devices act as a composite device.

13. (Original) The method of claim 1, wherein the fee is charged to a user for the use of the display.

14. (Currently Amended) A method for displaying content on a mobile display device:  
retrieving a plurality of rules stored in the mobile display device from a rule server;  
determining a value for each of a plurality of device parameters;

executing each rule satisfied by the device parameters, wherein the execution is in response to detecting at least one of a radio frequency identification tag and an infrared tag;

displaying content according to each satisfied rule, wherein a first satisfied rule specifies that ~~a spectator~~ the radio frequency identification tag or the infrared tag be detected and a second satisfied rule specifies a certain demographic ~~of the~~ be determined based on a product associated with the radio frequency identification tag or the infrared tag; and

determining a monetary charge based on the content displayed and the satisfied rules which triggered the display of the content.

15. (Original) The method of claim 14, wherein at least one rule is defined by a content provider to dynamically control the display of the content according to the device parameters.

16. (Original) The method of claim 14, further comprising the step of receiving a rule trigger from one of a location handler and a signal handler.

17. (Original) The method of claim 16, wherein the step of receiving a rule trigger from the location handler further comprises the step of updating a positional parameter.

18. (Original) The method of claim 16, wherein the step of receiving a rule trigger from the signal handler further comprises the steps of:

interpreting an input signal; and

generating a programmatic event flag.

19. (Original) The method of claim 18, wherein the step of generating a programmatic event flag further comprises the step of generating one of a reply signal and the rule trigger.

20. (Currently Amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for displaying content on a display device, the method steps comprising:

retrieving a plurality of rules for the display of content, wherein the content is provided by a content provider;

updating a plurality of device parameters, wherein at least one device parameter is updated in response to detecting of one of a radio frequency identification tag and an infrared tag provided to at least one spectator;

determining a rule trigger for triggering at least one rule of the plurality of rules according to the plurality of device parameters;

executing a triggered rule for causing the display of the content on the display device, wherein the triggered rule specifies that ~~at least one the~~ spectator be detected, wherein the spectator is detected by a receiver which detects ~~an identification tag~~ the radio frequency identification tag or the infrared tag provided to the spectator; and

determining a fee according to at least one device parameter upon executing the triggered rule for the display of content, wherein the content provider is charged the fee.

21. (Previously Presented) The program storage device of claim 20, wherein the method step of determining a fee further comprises the steps of:

determining a value for each of the device parameters;

determining at least one device parameter satisfying the triggered rule; and  
determining the fee according to value of the device parameters satisfying the triggered rule.